

National Congress Bulletin



DECEMBER 1959 • PUBLISHED BY THE NATIONAL CONGRESS OF PARENTS AND TEACHERS • CHICAGO 11 • VOL. 27, NO. 4

Dear P.T.A. President:

BY THE TIME this "National Congress Bulletin" is in your hands, I shall have spent one month attending P.T.A. annual conventions in states as different in geography and personality as Massachusetts and Texas, New York and Iowa. The first two are celebrating their golden jubilee this year—fifty years of service to children. But whether they are observing their half century anniversary, approaching it, or looking back on it, they are all rededicating themselves with deep devotion to the purposes of the parent-teacher organization.

» Perhaps the National Congress of Parents and Teachers sometimes seems a bit remote to you, involved as you are in the day-to-day concerns of your own P.T.A., your own home, school, and community. (I know well how demanding and absorbing these can be.) Yet the national organization is of course very close to you, as it is to all its members. Multiply the efforts of your P.T.A. by those of more than 45,500 other P.T.A.'s in the United States (including, of course, Hawaii and Alaska—and the part of Europe in which many citizens of the United States are serving their country in military or governmental service) and you have a magnificent sum total of endeavor on behalf of children and youth. Don't you feel that you are truly a part of a great and earnest organization of parents and teachers, thinking and working together?

» Your association's activities are augmented by those of thousands of councils, city and area, which develop leadership for local units and also have an impact upon the affairs of the wider community.

» Each state branch (and the National Congress includes the District of Columbia as a branch) has a structure that is influential throughout the state and in many ways affects the lives of the children living within its boundaries.

» This brings me back to those four state conventions that I attended this fall. I went to them as a representative of the National Congress, which has a reciprocal relationship with you. It provides services designed to help you in your P.T.A. work even as it (or shall I say "we"?) interprets your aims and aspirations, thus acting as a unified force for the betterment of homes, schools, and communities throughout the nation. This is a large task and a conscientious commitment, and I assure you that a deep sincerity of intent and innumerable hours of unpaid, but not unrewarding, labor go into it.

» Let me be specific, using a coming event as an example. Over the years the Hawaii Congress has frequently invited representatives of the National Congress to visit the Islands. Usually only one member of the National Board of Managers, more often than not the president, has this privilege.

» But early next year, in January 1960, because individual P.T.A.'s in Hawaii are making a financial contribution to help defray the additional cost over the regular expenses, the Executive Committee will hold its annual winter business meeting there. Following the meeting, the committee will be divided into small groups that will carry on P.T.A. workshops for local leaders in the various islands. This project will entail many hours of thoughtful preparation and effort so that the workshops will be of maximum usefulness to the P.T.A. people who attend. It goes without saying that this will be a highly rewarding experience for members of the Executive Committee as they meet with the kindly citizens of our newest state, know them as "people to people," and work with our Hawaiian members in the beautiful setting we have all heard so much about.



Mrs. James C. Parker

» So in this season of holy days, your elected officers look toward the new year with a sense of brotherly love heightened by this unprecedented opportunity to understand better our faraway fellow-P.T.A.-members—their boys and girls, their families, their schools, and their surroundings. All of us hope to serve you better for this broadened experience.

» And now we say to you Merry Christmas, Happy Hanukkah, and, soon, Aloha.

Sincerely yours,

James C. Parker

MRS. JAMES C. PARKER, President
National Congress of Parents and Teachers

PARENTS AND TEACHERS COOPERATE

PT.A.'s EVERYWHERE are determined that America shall have schools that measure up to its responsibilities. Joining with school boards, educators, and other community agencies, they are reaffirming their pledge "To develop between educators and the general public such united efforts as will secure for every child the highest advantages in physical, mental, social, and spiritual education."

P.T.A. enterprise in promoting efficient working partnerships and thus putting solid props under this commitment has been widely heralded. Not so publicly pronounced, perhaps, but no less heartening, are the opinions of the educator partners about relationships that have proved rewarding.

Contributing his answer to "What does the P.T.A. mean to me?" W. W. Wood, former director of elementary education, Davenport Community School District, Davenport, Iowa, wrote in the Iowa Parent-Teacher: "It means the most effective media yet thought of to promote cooperative parent-teacher planning in the best interest of the child. It is impossible for the schools to function to capacity without such cooperation."

"We should never think of the P.T.A. as the parents' organization but as our organization for helping the child. As a school administrator, I say, 'Thank heaven for the P.T.A.'"

An item from the Illinois bulletin expresses the viewpoint of a public school superintendent, Edward L. Allen of the Belleville, Illinois, schools. He believes that "The greatest value of P.T.A. membership is the opportunity for individual and collective service to youth, our nation's greatest asset. A P.T.A. member has many occasions to work with the professional staff of the school, the board of education, and other parents to provide the best possible educational advantages for children. Each member may justifiably feel that he is contributing to the improvement of educational opportunity and, through it, to the improvement of his community, state, and nation. This is an adequate and fitting reward for P.T.A. membership."

● Recognizing that evaluation precedes conscientious praise and reappraisal of their schools, many P.T.A.'s are lending vigorous efforts to fact-finding studies. Their guide to action, the National Congress publication *Looking In on Your School*, was warmly applauded by school officials, among them several whose statements appeared in the *Indiana Parent-Teacher*:

"... one of the most refreshing and inspiring educational publications of the year. It represents a viewpoint that is unselfish in its nature. ... It is my belief that any P.T.A. which will carefully study the questions presented and master the content of the reading listed at the end of each topic will be able to enlist the school authorities, parent-teacher members, and other citizens

of the community in a concerted study of the basic problems that confront our schools. Should this be done, we would go a long way in approaching our goal of a better education for the children of all the people."

—**W. E. Wilson, former Indiana superintendent of public instruction.**

"With this guide available, no group need lack material for valuable, stimulating studies and discussions. Better schools should be an inevitable result." —**Ruth Gorman, former president, Indiana Elementary School Principals Association.**

"The P.T.A. should be welcomed in a cooperative study using this pamphlet as a guide. Most school administrators would invite a chance to explain their school program and to receive any help in improving the school program as a result of the mutual understanding and cooperation that such a study should produce." —**Joseph N. Adair, Albion County superintendent of schools.**

"*Looking In on Your School*, adapted to the local situation, should help to conserve time and to create better understanding of the important goals and problems of the schools. ... The purposes, the problems, and the program of the school need to be identified in terms understandable both to the staff and the public. ... High sounding objectives have little meaning until they are translated into action and into the hearts of those responsible—parents and school people. This outline can be a device to speed understanding." —**G. Warren Phillips, former president, Indiana School Superintendents Association.**

● Backing up P.T.A.'s action to "secure for every child the highest advantages" are these observations of educators with whom they work:

John M. Sexton, principal of the Northeast High School in St. Petersburg, in the Florida Parent-Teacher: "You owe it to yourself to know what is really going on in your school today. ... As a principal, I hope that you, as a parent, will be interested enough in your school to be a real part of its continuing growth and development. In America the schools belong to the people and are usually as good as the people want them to be. ... Help to make your school better than it is. Read articles as they appear, weighing their statements against what you have learned about your school. Your school's most vicious enemy may be parental apathy."

Scott Milligan, superintendent of the Longview public schools and president of the Washington School Superintendents Association, in the Washington Parent-Teacher: "As professional educators, citizens, and parents examine our American education carefully in the coming months—and certainly such examination is appropriate—this administrator sees in an informed and concerned P.T.A. membership the influence that will represent the best interest of all

American children. ... Most citizens are interested in, and have opinions about, the goals, methods, and effectiveness of education. This interest is good but it is much better in its influence, however, when based on factual information. In the development of a broad base of informed public opinion the P.T.A. can contribute much to educational decisions."

Henry A. Steeger, executive director of the Massachusetts Council for Public Schools, in the Massachusetts Parent-Teacher: "How can the school adequately reflect the desires of the community? A better knowledge of the schools is the first step. The P.T.A. has been a source of such knowledge for many years. It can point with pride to many accomplishments in times when interest was high in schools and when it was low. It has brought the teacher, the parent, and the child into a much closer working relationship. ... It should not be forgotten that our schools are a mirror of the values and the aspirations of the community."

Dr. Wilson, whose comment on Looking In on Your School was cited in a previous paragraph, in a later issue of the Indiana bulletin: "Groups such as the P.T.A. must work diligently to maintain high standards for teachers. ... All counties of the state are about to embark on county-wide studies of school needs. Such a study depends on the intelligence and the good will of the people. The P.T.A. role in this venture will be invaluable."

● On a quite different topic but still of concern to vigilant P.T.A.'s is an article in the November 1959 issue of *School Management*, a magazine that is devoted to "practical solutions to school management problems."

Radcliffe Morrill, superintendent of schools in Pelham, New York, in his article "Are Your Parent-Teacher Conferences Worthwhile?" laments the rarity of regularly scheduled parent-teacher conferences. He lends support to such meetings in his account of the successful Pelham conference program, set up to provide what he calls "preventive maintenance" and a means of "getting the best from nonproblem kids."

Relating this program to attendance at P.T.A. meetings, Dr. Morrill comments: "I can tell you that we have more than a 99 per cent membership in our parent-teacher association—that's for all of our schools—and all our meetings are very well attended. ... The conference is independent of the P.T.A. They serve different purposes. One is a private, close discussion of one child by one teacher and one or two parents. The other is a far more general community meeting during which specific facts about individual children are rarely discussed."

The article, which might well be of value to P.T.A. fact finders, goes on to cover the various phases of the Pelham program.

For the Long View . . .

THE NATIONAL CONGRESS CONVENTION — May 22-25, 1960

ALL-AMERICA CITY is a term that Philadelphians often apply affectionately to their home city, the scene of so many important events in our nation's early history. All-America City—could any setting be more appropriate for the annual convention of an organization that in its sixty-three eventful years has made significant contributions to American history? Gathering there in May 1960, parents and teachers of the National Congress will continue to make P.T.A. history as they again focus their attention on the administration theme, "Strengthening the Home, Source of Our Nation's Greatness."

Delegates will find inspiration not only in the addresses, symposiums, and panels being planned for the convention but in the city of Philadelphia itself. For, as they visit such historical shrines as Independence Hall and Betsy Ross House, they will be proud that they, too, can help to shape America's future.

As Mrs. Parker pointed out in her June-July *Bulletin* message, in Philadelphia "the memorable spots in our early national development are clustered in an area that can be covered by walking." From a folder called *Walking Tours in Old Philadelphia* we bring you some intriguing glimpses of around-the-corner strolls in store for you.

1. Independence Hall group, Chestnut at Sixth: State House, with Liberty Bell; Congress Hall, occupied by Congress 1790-1800; Old City Hall, where first U.S. Supreme Court met; Hall of American Philosophical Society.

2. Old Custom House, Chestnut at Fourth: Originally home of second U.S. bank.

3. Carpenters Hall, Chestnut, east of Fourth: First Continental Congress meeting place.

4. Dilworth-Todd-Moylan House, Fourth, north of Walnut: Home of Dolly Madison; later residence of General Stephen Moylan.

5. Old St. Joseph's Church, Walnut, east of Fourth: Site of first Catholic chapel in Philadelphia, built in 1733.

6. Bishop White House, Fourth, north of Walnut: Home of the Rt. Rev. William White, first Episcopal bishop of Pennsylvania.

7. Old Merchants Exchange, Dock Street, near Third: First home of stock exchange (1834).

8. First Bank of United States, Third, south of Chestnut: Oldest bank building in U.S. (1797).

9. Franklin Court, Third, north of Chestnut: Site of Franklin's home (since razed) on which he put his lightning rod.

10. Old Christ Church, Second, north of Market: Birthplace of Protestant Episcopal Church in U.S. Attended by 15 signers of Declaration of Independence; 7 buried in surrounding grounds.

11. Elfreth's Alley, Second, north of Arch: Oldest residential street in country.

12. Betsy Ross House, Arch, east of Third: Home of seamstress who made first American flag in 1777; restored to original condition.

13. Friends Meeting House, Arch at Fourth: Still in use. Grave of Penn's secretary, James Logan, in its burial ground.

14. Franklin's Grave, Arch and Fifth: In Christ Church burial ground.

15. Powel House, Third, north of Spruce: Home of Samuel Powel, mayor of Philadelphia (1775-89).

16. Old St. Mary's Church, Fourth, south of Locust: Oldest Catholic church in city (1763). Commodore John Barry buried in churchyard.

17. St. Peter's Episcopal Church, Third at Pine: Built in 1758. Washington worshiped here. Stephen Decatur buried in churchyard.

18. Old Pine Street Presbyterian Church, Fourth at Pine: Oldest Presbyterian building in city (1768).

19. Holy Trinity Church, Spruce, west of Sixth: Founded in 1789.

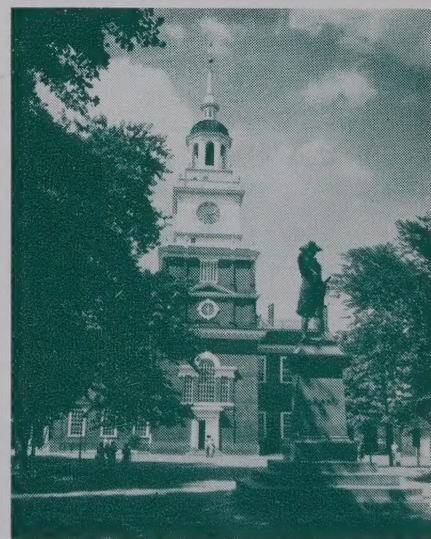
20. Washington Square, Walnut, west from Sixth: Set up from William Penn's plan for "Greene Countrie Towne." Monument honors American Revolution soldiers.

21. Mikveh Israel Cemetery, Spruce, west of Eighth: Dates back to 1738. Burial place of Haym Salomon, who donated much of his wealth to the struggle for independence.

22. Atwater Kent Museum, Seventh, between Chestnut and Market: Rare prints, paintings, and objects that trace Philadelphia history.



Elfreth's Alley



Independence Hall

Photos by Philadelphia Convention and Visitors Bureau

NATIONAL CONGRESS BULLETIN 700 North Rush Street, Chicago 11, Illinois

Volume 27 DECEMBER 1959 Number 4

Published monthly from September through May and bi-monthly June and July by the National Congress of Parents and Teachers. Subscription price: 30 cents a year. Entered as second-class matter September 27, 1946, at the post office at Chicago, Illinois, under the Act of March 3, 1879. Additional entry at Aurora, Illinois, December 21, 1939.

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HERE, indeed, is an inspiring sidelight of the 1960 convention. Come to Philadelphia where the riches of American history are yours, not only for the tracing but for the shaping as well.

COUNCILS IN ACTION...

P.T.A. SERVICES ARE UNITED THROUGH
COUNCIL CONFERENCE AND COOPERATION

Wayne County Council • West Virginia • The threefold program of the council this past year has been (1) to extend the number of local units in the county, (2) to improve its services to unit members, and (3) to guide local units toward more effective roles in their respective communities. Six new units have been organized in the county during the year. Continuous participation of units in council activities has been urged because, according to L. Carl Cornell, former president, "it has been the observation of the council that the best P.T.A. units are those that regularly attend council meetings and take an interest in happenings outside their school and community."

Richland Council • Washington • To discover and prevent foot health problems of children, the ten units belonging to the council sponsored a free "foot clinic." Eighteen P.T.A. mothers assisted with examinations of the feet of 310 children during the clinic, and helped to gather data for a statistical study.

Lake County Council • Illinois • For the past five years the council has invited as honored guests at its Founders Day programs high school seniors planning teaching careers. At least one senior student is sponsored by each local unit, and all school administrators and teachers in the area also receive special invitations. Frequently the future teachers themselves participate in the programs.

Sacramento Council • California • A special committee was appointed by the council to study the Sacramento City Unified School District's offerings in the field of science. The committee of eighteen (thirteen P.T.A. members and five consultants and resource persons) set up a series of meetings at which teachers, counselors, and school administrators discussed various aspects of the science program in the schools. At the conclusion of five months and some sixty hours of study, the committee reported on its findings, which the council then published in a 44-page brochure.

Alfred I. du Pont Council • Delaware • Whether or not kindergarten should be included as an integral part of the public school system was a question that had to be decided by the board of school trustees of the Alfred I. du Pont School District. Hence the board called on the council for help, asking it to set up an advisory fact-finding committee that would carry on a study and make recommendations.

The committee of 19, which included a member of the board and the coordinator of pupil personnel services in the district's schools, was requested to survey the "present status" (curriculum, equipment, et cetera) of public and private kindergartens. To do this, committee members visited 16 kindergartens of various types and sent questionnaires to 14 kindergartens in and out of the state.

After further investigation as to the number of children in the district who would be eligible for kindergarten each year to 1975, the facilities needed, and the estimated costs of operating public kindergartens in the district (projected to 1975), the committee recommended to the board that kindergarten should be included in the district's public school system.

Lancaster County Council • Pennsylvania • Concerned over the need for more trained leaders in the field of community and school health, the council this year is providing a scholarship to a community-school health workshop.

Elyria Council • Ohio • To emphasize the basic rules of traffic safety for children who would start school in the fall, the council sponsored a Safety Town project last summer. During the two-week course, which was conducted by the Elyria police department and volunteer instructors, the children learned about safety on the streets of a play town. Each child received a diploma upon completion of the course if he observed all safety rules as he crossed a street alone.



© Kalamazoo Gazette

• Some 350 council and local unit leaders attended workshops and exchanged ideas at a school of instruction co-sponsored by the Kalamazoo Area Council. Here three parents (from left, Lester Hayden, Mrs. Herbert Stell, Jr., and Mrs. Harvey Seilheimer) get acquainted with the help available in P.T.A. publications.

National LIFE MEMBERSHIPS

• May 1, 1959–November 9, 1959 •

Show this list to friends whose names appear here. What other citizens in your community deserve to share this spotlight?

AT A STATE CONVENTION I attended recently, three Honorary National Life Memberships were awarded. It was heart-warming to see the pride and happiness of the recipients. They were all lay volunteers—an architect, a businessman, a busy mother involved in school lunch supervision—and they were accorded these high honors by their respective districts. Two others in a dedicated group of P.T.A. workers, the state office secretaries, also were recently honored with National Life Memberships.

Every person who receives a National Life Membership feels deeply the solemn honor conferred upon him. As one new National Life Member remarked, "I doubt if I deserve this. I have only done for children what I selfishly wanted for my own children. It is difficult to describe my deep feelings of humility and happiness on becoming a National Life Member."

Shall we not recognize more of our dedicated, devoted leaders? There is no more suitable gift or evidence of esteem than a National Life Membership. Whether it is presented as a Christmas gift, a Founders Day tribute, or a conventiontime award, it is always genuinely appreciated.

And as the number of National Life Memberships increases, so does the security of our great organization, for all moneys received go into our Endowment Fund and are used to extend parent-teacher work. (See the *Parent-Teacher Manual*, page 252.)

We warmly welcome into Honorary National Life Membership those upon whom this honor has been bestowed since May 1. Each name on this list is that of a person who has freely given to the welfare of children and youth.

MRS. NEWTON P. LEONARD
A Director of the Endowment Fund
National Congress of Parents and Teachers

• • •

Arkansas: Mrs. John F. Lewis, Mount Holly; Mrs. H. E. Wright, West Helena

California: Dr. William J. Burkhard, Sacramento; Raymond E. Denlay, Palos Verdes Estates; Harriet Easley, Pacific Palisades;



• The National Life Membership pin (magnified here) is made of rolled gold and blue enamel.

Mrs. William H. Foster, Red Bluff; Joanna Heideman, Glendale; Mrs. Albin Larson, Long Beach; Mrs. Faye Maxwell, Lancaster; Mrs. Stanley T. Olafson, Los Angeles; Mrs. Opal B. Robinson, Manhattan Beach; Mrs. Irwin C. Rohr, Oakland; Mrs. Louis Shulkin, Los Angeles

District of Columbia: Dr. Carl F. Hansen

European Congress of American Parents and Teachers: Fred L. Miller, Karlsruhe, Germany

Florida: Mrs. W. D. Jones, Port Saint Joe

Hawaii: Mrs. Teruo Yoshina, Honolulu

Illinois: Mrs. Percy Benner, Urbana; Joe E. Hickey, Glen Ellyn; Lester C. Jacobson, Lincolnwood; Mrs. June Lossmann, Chicago; Mrs. Robert W. Loudon, Northbrook; Mrs. Charles Prohaska, East St. Louis; Mrs. Charles Willard, Urbana

Iowa: Mrs. Charles W. Reynolds, Grundy Center

Kansas: Mrs. Harden Mann, Edson; Ruth A. Stout, Topeka

Maine: Mrs. Burton W. Goodwin, Ridlonville; Mrs. Leroy H. Smith, Winterport

Massachusetts: Warren R. Arnold, Rehoboth; Charles Wesley Dingman, Princeton; Milton E. Earle, Westport; Mrs. George J. Hassard, Ashland

Minnesota: Mrs. Donald Dunshee, Minneapolis; Mrs. J. R. Hedin, Two Harbors

Mississippi: Mrs. W. H. McIlwain, Starkville

Missouri: Mrs. Harold H. Feller, St. Louis

New Jersey: Mrs. Herbert Brower, Weehawken; Mrs. William Meyer, North Bergen

New Mexico: Dr. C. B. Wivel, Portales

New York: Mrs. John L. Barber, Hamburg; Mrs. James G. Barclay, Spring Valley; William D. Beddow, Hempstead; Mrs. William H. Cobb, West Sand Lake; Mrs. William R. Flagg, Binghamton; Mrs. Martin F. Huber, Amherst; Mrs. John M. Mallory, Endicott; Belle Ray, Niagara Falls; Mrs. Douglas S. Rider, Delmar; Mrs. Theodore H. Staebell, Buffalo; Mrs. John Wallace, Garden City

North Carolina: Mrs. I. J. Sandlin, Beula-ville

Ohio: Helen U. Burchfield, Cleveland Heights; Martin W. Essex, Akron; John W. Flood, Cuyahoga Falls; Mrs. Hugh Hersh, Dayton; Harold Cromley McCord, Worthington; Mrs. Eugene Robison, Cleves; Mrs. Kenneth Ruggles, Springfield; Mrs. Johanna Sautter, Columbus; Hope J. Tiemeyer, Cincinnati

Oklahoma: Mrs. Evan L. Davis, Tulsa; Dr. W. R. Fulton, Norman

Pennsylvania: Mrs. R. H. Van Orden, Bradford; Mrs. William C. Rowett, Hazleton

Rhode Island: Carl H. Porter-Shirley, Newport

Tennessee: Mrs. T. O. Major, Lebanon

Texas: Scott Cockrell, South Houston; Mrs. B. C. Hoffman, Richmond; Mrs. C. R. McDaniel, El Paso; Mrs. T. T. Parker, Spring; Mrs. W. O. Workman, Arlington

Utah: Dr. Ellvert H. Himes, Logan

Wisconsin: Mrs. Willis M. Van Horn, Appleton

NATIONAL CONGRESS OF PARENTS AND TEACHERS

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FOR CHILDREN AND YOUTH . . .

● Promote the P.T. A. Magazine — NATIONAL PARENT-TEACHER

A Thank-you from Norway

★ "For a long time you have been so kind as to send me *National Parent-Teacher Magazine*, and now I must tell you directly how interesting the Magazine is and how thankful I feel towards you for your kindness and thoughtfulness," wrote a man in Norway to his cousin in Chicago.

"Every number of the Magazine is read from one end to the other, and I mark out and read again things of greater interest to me." The letter then listed some of the recent articles and told why he chose them.

How many of you know someone in another country who would enjoy a subscription to the *National Parent-Teacher*? Wouldn't you be thrilled to receive a letter like this?

"Brightest and Fairest"

★ Seldom has a feature of the *National Parent-Teacher* attracted so much nation-wide attention as has its "Evaluations of TV Programs." This long-awaited service, which began in the September issue, has been heralded in such well-known magazines as *Time* and *Newsweek*, and most recently in *TV Guide*, a magazine that boasts a circulation of more than seven million.

An editorial in the October 24 issue of *TV Guide* calls *National Parent-Teacher's* TV evaluations "the brightest and the fairest" among today's television reviews. The edi-

torial concludes that "the P.T.A. Magazine could become a tremendously effective and healthy influence on TV programing."

Whether or not the Magazine can improve TV programing depends to a large extent on how P.T.A. members respond to this "bright and fair" new feature. How can each P.T.A. help?

- By seeing that members—and non-members too—are acquainted with *National Parent-Teacher's* TV evaluations and that as many as possible regularly receive the Magazine in their homes.

- By letting TV networks know of their approval of worthwhile programs. Some addresses they will need:

American Broadcasting Company (ABC), 7 West Sixty-sixth Street, New York 7, New York

CBS TV Network, 485 Madison Avenue, New York 22

NBC Television Network, 30 Rockefeller Plaza, New York 20

Tips from a Winner

★ In the September *Oklahoma Parent-Teacher* the state Magazine chairman, Mrs. H. A. Wakefield, quotes from a letter sent her by Mrs. Norville Chase, who sold the most NPT subscriptions in Oklahoma last year. Mrs. Chase, Magazine chairman of the Sequoyah P.T.A. in Tulsa, wrote the letter in response to a query from

Mrs. Wakefield on what methods she used to promote the Magazine.

Mrs. Chase begins her letter with this admission: "First, let me tell you I made a mistake by trying to work alone. I also made a mistake by trying to be Magazine chairman for two schools. Even though I was able to bring up the number of subscriptions for Cleveland and Sequoyah Schools, it was a real job trying to work alone."

Then Mrs. Chase goes on to describe just what she did to boost Sequoyah's subscription total to 131:

"I began working as soon as I became Magazine chairman. . . . First I called the officers and executive committee members and asked them to subscribe. . . . Next, I called the homeroom mothers and obtained a list of names of parents to call on.

"I set a goal for each month, and also for the year.

"I read the Magazine and knew what was in it. I talked about it at unit meetings. I displayed it at each meeting, using an attractive sign to draw attention."

Mrs. Chase kept a list of all who indicated they might subscribe at a later date, and during Oklahoma's March for Magazines campaign she called on every person whose name appeared on the list. The result: seventy subscriptions.

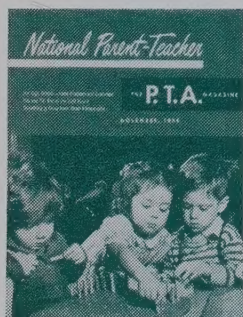
As Mrs. Wakefield points out, "The key to Mrs. Chase's success was knowing the Magazine well, promoting without let-up, and having boundless enthusiasm for her job."

"Fruitful" Promotion

★ The "Apple for the Teacher Project" launched by the Pennsylvania Congress this fall gives recognition to teachers and at the same time promotes the *National Parent-Teacher*.

The congress has urged its units to surprise each teacher with a Magazine subscription. American Education Week was suggested as an especially appropriate time for presentations. (Christmas would be a good time, too, we hasten to add.)

For its project the congress prepared little yellow pennants that can accompany the gift subscriptions, perhaps skewered to a bright red apple.



waiting for sales service? Having those drained-budget blues?

Puzzlers, all, but there's a comforting, all-in-one answer: *National Parent-Teacher*! Just scrutinize the names on your list (and ask everyone else—in and out of the

A LIFT FOR THE GIFT-GIVER

Searching for that just-right gift for each person on your Christmas list? Pondering the short-lived quality of most gifts? Weary from pushing through crowds and

P.T.A.—to study theirs too) and you're bound to see how many friends and relations need the Magazine. Next easy steps: Jot down "NPT" after their names, and order the subscriptions.

The end result of a *National Parent-Teacher* expression of thoughtfulness? It's genuine satisfaction—satisfaction for both the gift-giver and the gift-receiver.

National Parent-Teacher: Ten big issues, September through June; only \$1.50 a year in the U.S. and possessions, \$1.75 in Canada, \$2.00 in other countries. Order from the local Magazine chairman, or from the *National Parent-Teacher*, 700 North Rush Street, Chicago 11, Illinois.

P.T.A.

BULLETIN

BRIEF ITEMS OF CURRENT INTEREST

BOARD

FOR AND ABOUT P.T.A.'S

- **PARENTS** of children attending special education classes in District No. 5, Nassau County, Long Island, New York, decided to organize their own P.T.A. Thus it is hoped that more progress can be made in fulfilling the needs of the seventy-eight youngsters attending classes in three different schools in the district.



● Among those present at the organization meeting of a P.T.A. for special education in District No. 5, Nassau County, New York, are: Left to right, back row, Mark Koenig, representative of District No. 5 Council of P.T.A.'s; Mrs. George Hopke, associate director, Western Long Island P.T.A. District; Morton Goldstein, district coordinator of special education; Mrs. John Wallace, P.T.A. district director; and Christopher Robertson, newly elected unit treasurer. Front row, Mrs. Cecil Farrow, president, District No. 5 Council; Mrs. Jason Schnide, Mrs. Anthony de Gregorio, and Mrs. Frank Schofield, newly elected recording secretary, president, and corresponding secretary, respectively.

- **A "ROOM FATHERS" COMMITTEE**, set up by the Chicora Graded School P.T.A. (North Charleston, South Carolina), represents each class in the school. These appointed fathers work with the P.T.A. room representatives on special projects or problems that come up, many as end-products of rapid changes occurring in the community. Planning to increase even more its last year's large registry of men members, the unit started the new school year with special emphasis on Mr.-and-Mrs. enrollment.

- **"TAXI SERVICE"** is provided by members of the Greene Township P.T.A. (South Bend, Indiana) for children who become ill at school and whose parents can't call for them. Each week one member is on call to furnish the service, thus preventing the loss of valuable time by school personnel.

- **"THE READING HOUR"** is the name the Bloomfield P.T.A. (Kentucky) applies to a service it has inaugurated. Through it, P.T.A. members volunteer to read to children in the elementary grades on occasions when a teacher needs time for out-of-class work or for relaxation.

- **A SERIES OF P.T.A. BUZZ SESSIONS** based on common family problems was aired over educational television station WEDU in Tampa, Florida, last summer. Sponsored by local P.T.A.'s and the Hillsborough County Board of Public Instruction, the discussions covered the entire family life cycle from marriage on. The participants—fathers, school principals and teachers, other P.T.A. leaders, obstetricians, pediatricians, and children—provided the variety of viewpoints needed to make the series informative and interesting.

- **A NEW PARENT-TEACHER-STUDENT ASSOCIATION** was organized when the Youree Drive Junior High School (Shreveport, Louisiana) opened in September—the first junior high P.T.S.A. in the state. Parents and students are enthusiastic, as are the teachers, one of whom, B. L. Grigg, is president. Each committee chairman has a student co-chairman.

- **HONORING THE SCHOOL PRINCIPAL**, Anne Schwebke, for almost fifty years of service as an educator and P.T.A. worker, the Tippecanoe-Warnimont P.T.A. (Milwaukee, Wisconsin) presented a surprise "This Is Your Life" program at one of its meetings. Some thirty people took part in the program, including present and former teachers in the school, friends and relatives of Miss Schwebke, former P.T.A. presidents, and the superintendent of the Milwaukee public schools.



● Anne Schwebke, principal of the Tippecanoe and Warnimont Schools in Milwaukee, is honored at a P.T.A. meeting. At the left is Mrs. James Steinberg, then unit president; at the right, Carolyn Stevenson, a teacher at the Tippecanoe School.

THEY HELPED YOU "CALL ON ALL"

• How many times this last fall did you read about P.T.A. Membership Enrollment Month in your newspapers or hear it mentioned over a radio or TV station? Chances are you were well aware of the generous publicity given to Membership Enrollment Month both in the papers and over the air waves.

During the first week of September the National Congress Office mailed publicity releases to: 558 television stations (to them, also, were sent slides and scripts for 10- and 20-second spot announcements); 295 radio stations; 125 major daily newspapers; 18 wire services and feature syndicates; 573 daily papers; 147 news services; 51 special writers; 26 magazines; and 4,100 weekly newspapers throughout the United States.

Incomplete statistics at the National Office show that more than 150 TV stations used the provided slides and scripts, representing more than a million dollars of *free time* contributed by the stations. In addition, many well-known television personalities, such as Arthur Godfrey and "Captain Kangaroo," devoted a portion of their time in October to the importance of P.T.A. membership enrollment.

The National Congress' file of newspaper clippings as of November 15 indicated that more than half of the state governors issued Membership Month proclamations, approximately 700 weekly newspapers used the mat supplied by the Congress, and about 60 dailies used the Membership Month releases as the basis for news stories.

P.T.A. members' efforts to "call on all," plus widespread publicity, have made it possible for Mrs. Milton L. Wiener, national Membership chairman, to report that P.T.A. membership enrollments during August, September, and October "more than doubled" the number recorded during the same period in 1958.

► **LOCAL PRESIDENTS**, please relay this information to P.T.A. members: The correct post office address and the zone number should be included on all requests for information and on all subscription orders sent to the National Office. The "correct post office address" is the one the U.S. Post Office Department recognizes as the distribution point for mail. Thus, if you live in an area where mail is routed through the post office of a nearby large city, the name of that city should be included in your address.

LEGISLATION PROGRAM

Your Support Is Needed Now!

THE NATIONAL CHAIRMAN of Legislation, Mrs. Fred L. Bull, *appeals to all*—officers, legislation chairmen, and other members of the P.T.A.—*to work as a team* during this interim period before the Eighty-sixth Congress convenes for its second session in January. *See or telephone or write* to your senators and congressmen before then to urge their support of strong legislation measures that are needed:

1. A good "federal support to education" bill, providing both school construction and teachers' salaries if possible.
2. A good "juvenile delinquency" bill, providing for both personnel training and demonstrational projects.
3. Full appropriations for established programs on the National Congress legislation program, such as school lunch, library services, and the Children's Bureau.

Action for a good school bill in the

next Congress must start *today*. Congressmen tell us that *we can determine its fate!* We should work particularly to keep such a bill on a bipartisan basis; as a partisan issue it would be less likely to succeed.

If we sincerely believe that a twentieth-century school system is as vital to the future as highways, housing, and countless other programs for which state and local communities now receive federal attention and support, we must double and redouble our efforts. We must start immediately to work for passage of a good school bill in 1960. Whether it will provide funds for school construction and teachers' salaries or for school construction only is unknown at present.

This interim period, before the second session of Congress convenes, can be all-important if it is used to build up support across the country at the grass-roots level and to make that support known to our congressmen and senators. It is up to each of us to do his full share! Will you do your part?

Please—No Holiday for Safety

• "For a Merry Christmas—make it safe!" advises the National Safety Council. It warns that more accidental deaths occur in December than in any other month, with the highway and the home as the prime danger spots.

Emphasizing the driver's moral responsibility for keeping himself and others safe on the highway, the Council points out that "good will toward men can find no finer expression than behind the wheel of a car."

Major holiday hazards at home are falls (caused by toys scattered around the floor, climbing too high or too carelessly to hang decorations, ice on steps and sidewalks) and fires. The fire danger, says the Council, can be reduced if holiday decorations are fireproof or fire-resistant.

✓ CHECK YOUR CALENDAR

Television Program, "You Can't Raise Children by the Book," December 16, 4-5 P.M., EST. (See November *Bulletin*.) Professor Edmund Silk, president, Worthington-Hooker School P.T.A. in New Haven, will assist with the program.

The New March of Dimes, January

Universal Week of Prayer, January 3-9

Founders Day 1960, February 17. (Have you received a copy of the Founders Day 1960 reprint? If not, get one from your state congress office, which also has some stock of last year's reprint on hand.)

1960 National Congress Convention, May 22-25, Philadelphia, Pennsylvania

OUR GOAL: MORE THAN 12,000,000 MEMBERSHIPS BY APRIL 15, 1960

